



U.S. PAVILION BIT 2004
14-17 febbraio, 2004
Costi di partecipazione



<u>SOCI ASSOCIAZIONE VISIT USA</u>	<u>2004</u>	<u>2003</u>
6 MQ. ALLESTITO	2.650	2.430
MULTIPLO ALLESTITO	2.200	1.935
6 MQ. NON ALLESTITO	1.800	1.250
MULTIPLO NON ALLESTITO	1.350	850
 <u>NON - SOCI</u>		
6 MQ. ALLESTITO	2.950	2.700
MULTIPLO ALLESTITO	2.440	2.150
6 MQ. NON ALLESTITO	2.000	1.400
MULTIPLO NON ALLESTITO	1.500	950

NOTA:

Nell'edizione 2003, i costi relativi allo stand non allestito non includevano l'utilizzo dei servizi comuni, quali reception, bar/ristorante, magazzini e area multimediale.

Per l'edizione 2004 si è reso necessario includere obbligatoriamente questi servizi per una più equa ripartizione dei costi tra tutti gli espositori di uno stesso spazio.

SCADENZA PER L'ISCRIZIONE: 5 DICEMBRE 2003
SCADENZA PER IL PAGAMENTO: 19 DICEMBRE 2003



**U.S. Department of Commerce
International Trade Administration
CONDITIONS OF PARTICIPATION**

I. U.S. Commercial Exhibition defined

Solo Fairs: Overseas exhibition sponsored, conducted and managed by the U.S. Department of Commerce (USDOC) for the benefit of U.S. firms. Most solo fairs are vertically organized by product line.

International Trade Fairs: Overseas exhibitions conducted and managed by a party other than the U.S. Government, at which the U.S. Department of Commerce sponsors a U.S. presence. International Trade Fairs may be either horizontal or vertical in terms of product theme.

II. Criteria

Firms that participate in a U.S. Commercial Exhibition (hereafter referred to as "Exhibition") must use the event to promote the sale of products or services which in the judgement of the Department meet one of the following criteria:

- A. Manufactured or produced in the United States.
- B. If manufactured or produced outside of the United States, the product or service must be marketed under the name of a U.S. firm and have U.S. content representing at least 51 percent of the value of the finished good or service.

III. Policy on the mixing of new and used equipment in a single event:

The Department has found that the promotion of both new and used equipment at a single exhibition usually impairs the success of the event. Therefore, except where a contrary policy is announced at the time participation by private firms is first invited by the Department, the display or promotion of used equipment in events featuring new equipment, or vice versa, will not be permitted.

IV. Within the limits of available resources, as determined by the U.S. Department of Commerce, the Department agrees to:

- A. Undertake an appropriate **promotional campaign** to attract to the Exhibition importers, distributors, agents, licensees, joint-venture partners, franchisees, buyers and end-users, including key government officials. This may incorporate press releases, brochures, and directories, special trade and press showings, conferences, receptions and other publicity and promotional techniques as appropriate.
- B. Provide exhibition space in accordance with booth size and contribution schedule.
- C. Provide the following **exhibition services**:
 - 1. Overall exhibition design and fabrication, and individual display stand design and construction.
 - 2. Installation of a display system and furnishings such as shelves, chairs and tables.
 - 3. Mounting of standard Participant and agent/distributor identification signs.
 - 4. Normal utilities and hookup services. (Utility requirements determined by the Director of the U.S. Exhibition or designee to be unusual will be charged to the Participant at cost.)
 - 5. Interpreter assistance, if deemed necessary under local conditions by the Director of the U.S. Exhibition, for Participants not having representation in the country of the Exhibition.
 - 6. Normal housekeeping and security services.

The Department reserves the right to control the type of display and materials used by participants to ensure conformity with the Exhibition theme, to maintain overall design integrity and to conform to the installation schedule.

- D. Provide **marketing counseling** and advice, including identification of prospective customers, licensees, joint-venture partners, distributors and agents, and assistance in evaluating their suitability; and background information on local trade and pricing practices and customs.

E. Arrange for the following transportation, loading and services:

- 1. Coordinate, through the Department or its agent, the shipping schedule of exhibit items originating from the United States. U.S. carriers should be used whenever practicable. Further, schedule the movement of the Participant's exhibit items from the point of entry in the host country to the exhibition site on the condition that the Participant has complied with all shipping and marking instructions and carrier designations provided by the Department or its agent.
- 2. Coordinate unloading and unpacking of Participant's equipment from transport vehicles at the exhibition site, placement in the display area and storage of empty shipping cartons or crates during the exhibition
- 3. Coordinate repacking and loading of exhibit items to be shipped from the Exhibition using original packing materials. If it is not practicable to use the original packing material, the cost of new packaging materials shall be borne by the participant.

The U.S. Government shall be held harmless against breakage or other damage to the Participant's equipment that might occur in the course of the performance of these services described under Section IV, E. Accordingly, the Participant may wish to obtain insurance to cover its risk of loss due to breakage or other damage that might so occur. Should special equipment be required beyond that normally used for handling, installation, or operation, the Director of the U.S. Exhibition or designee will obtain it if available;

additional costs incurred shall be paid by the Participant. The Director of the U.S. Exhibition, at his or her discretion, may refuse to handle exceptionally large, delicate or complex equipment not identified on the Participation Agreement.

V. The Participant agrees to:

- A. Make a **financial contribution** to the U.S. Department of Commerce in an amount to be established for each Exhibition for use in funding all services provided to the Participant as described in Section IV, paragraphs A thru E, including market development, operating and hospitality costs of the Exhibition, and other international trade promotional activities. A signed **Participation Agreement** (Form ITA 4008) is to be submitted with the contribution.
- B. Furnish a **listing of exhibit items** with the Participation Agreement.
- C. Provide a **qualified, decision-making representative** to be on duty at the Exhibition during business hours through the term of the Exhibition. This representative shall be prepared and authorized to discuss product lines; to give price quotations on various bases, as appropriate; and to make sales and related arrangements. This representative shall also be authorized to make immediate payment for all expenses chargeable to the Participant under this section V and to make any decisions required to carry out the Participant's responsibilities described in this section V, G and H, below. The company representative should be designated in writing to the Department at the earliest possible date. This person should arrive at the Exhibition site a sufficient number of days in advance of the Exhibition opening date to insure that the Participant's exhibit equipment is properly set up for demonstration and to gain familiarity with the market. At a minimum, the representative should be present two days prior to the opening to attend such functions as may be appropriate.
- D. **Mark and ship** equipment according to instructions to be furnished by the Department or its agent and provide for the proper disposition of exhibit items.
- E. When directed by the Department or its agent, document, pack, and ship catalogs, brochures, sales literature, and other expendable items separately from exhibit equipment.
- F. Obtain:
 - 1. All **export licenses** required by the Department's Bureau of Export Administration, or by any other export licensing agency, e.g. the Nuclear Regulatory Commission, U.S. Department of Energy, and the Office of Munitions Control, U.S. Department of State, for demonstration or exhibit equipment and for the disposition abroad of exhibited equipment or any other items following the exhibition. Information concerning export license requirements may be obtained from the Bureau of Export Administration, Exporter Counseling Division, Washington, D.C. (202) 482-4811, or from the nearest U.S. Department of Commerce District Office.
 - 2. Any **permits** necessary under host country law relevant to this operation of exhibit equipment. (While this remains the responsibility of the Participant, the Department will endeavor to ensure that Participants are advised of any such requirements.)
- G.
 - 1. Before the close of the Exhibition, pay all **costs of shipment** of exhibit and promotional items from point of origin to the exhibition site, including, inland, freight storage, duties, if applicable, and other charges such as port handling, transfer, cartage, freight forwarding, customs brokerage, taxes and other fees.
 - 2. Pay any **other miscellaneous costs** which may be incurred before, during or after the Exhibition to the account of the participant.
 - 3. **Reexport exhibit items** within the time limitations set by the host country, if not the host country, if not sold or otherwise disposed of, and pay all **duties and taxes**, customs and related charges which may be levied. The Participant shall comply fully with all import and customs laws of the host country.
- H. Arrange for removal of exhibit items from the Exhibition site after the close of the Exhibition within a time period to be determined by the Director of the U.S. Exhibition or designee. At or before the conclusion of the Exhibition, the Participant shall provide the Director of the U.S. Exhibition or designee, in writing, with one or more of the following instructions as to the **disposition** of the Participant's exhibit items:
 - 1. Release at the Exhibit site to the custody of the Participant.
 - 2. Place in storage for further disposition in accordance with Section V, H, 1, above.
 - 3. Release at the Exhibit site to a specified third party, e.g., the buyer, freight forwarder, in accordance with Section V, H, 1 and 2, above.
- I. Pay **all costs for shipping** exhibit items from the exhibition site to the next destination. If the exhibit items are not to be returned to the United States at the conclusion of the Exhibition, the Participant shall comply with any restrictions on foreign disposition established by the Bureau of Export Administration or any other relevant export licensing agency. If the Participant fails to provide written disposition instructions at the close of the Exhibition, the Department may, at the Participant's expense, release the Participant's exhibit items to the freight forwarder servicing the Exhibition for appropriate disposition. Failure of the Participant to furnish such instructions shall release the Department from responsibility for any disposition of the Participant's equipment, including all related expenses and necessary documentation.

- J. Execute a new Participation Agreement if the Participant's exhibit items are to be displayed at another Commerce-sponsored overseas exhibition. The Participant will be responsible for paying all costs involved in shipping the items to the subsequent site.
- K. The Participant agrees to **indemnify and hold harmless** the U.S. Government, its agencies and instrumentalities, against all suits, actions, claims, costs, or demands (including without limitation, those resulting from death, personal injury, and property loss or damage) to which the U.S. Government, its agencies and instrumentalities may be subject or put by reasons of loss of or damage or illness or injury (including death) to the property or person of any one other than the U.S. Government, its agencies, instrumentalities and personnel, arising or resulting in whole or part from the Participant's participation in the Exhibition, including but not limited to acts done or performed by the Participant, its representatives or employees, and also including but not limited to the Department's performance of services for the Participant under the terms of these Conditions of Participation.

The Participant agrees, and it is incumbent upon the Participant, to be covered at its own expense for comprehensive **all-risk insurance**, including casualty, accident and liability insurance in amounts adequate to cover reasonable risk of liability for death, personal injury, illness, property loss or property damage relating to acts done or performed by the Participant, its representatives or employees otherwise in the Exhibition, which participation includes the Department's performance of exhibition services for the Participant. In no event shall these liability coverage amounts be less than may be required for these purposes by the laws of the host country.

- L. Provide detailed and accurate information as to the technical specification of the exhibits equipment on **Product Characteristics Form** (ITA-426P).
- M. Provide promotional information on the **Marketing Data Form** (ITA-466P) and supply publicity materials in accordance with instructions furnished by the Department.
- N. Provide the Director of the U.S. Exhibition or designee at the end of the Exhibition with information on the results of its participation on **Exhibitor and Mission Report Form** (ITA-4075P) or successor forms. In addition, the Participant may be requested to report business activity resulting from participation in the Exhibition. Information provided by the Participant will be used for program evaluation purposes only. If the Participant requests that particular information be treated confidentially, the Department will honor the request to the extent possible under applicable law.

VI. Other conditions

- A. The Director of the U.S. Exhibition or designee has complete authority to assign space, determine articles and methods to be used for display of items, determine location of the Participant and representation identification in booths, and has overall authority concerning matters directly relating to the U.S. Exhibition and its participants.
- B. While the Department makes every effort to insure that marketing information furnished to exhibitors is reliable and up-to-date, it assumes no responsibility for any errors or omissions therein. Although the Department will make every effort to facilitate a successful exhibition, it is understood and agreed that the Department does not guarantee in any way the success of any Participant in the Exhibition. The only contractual obligations the Department assumes are those expressly made herein or mutually agreed to by an amendment in writing.
- C. If, for any reasons, the Participant cancels participation in the Exhibition, its financial contribution will be refunded only if written notice is received by the Department 90 days before the opening of the Exhibition. Any such notice should be addressed to the attention of the Department's project officer with whom the Participant has been dealing. The Department, at its sole discretion, and upon its determination that it would be consistent with the proper operation of its exhibition program, may allow a partial or full refund of the financial contribution.
- D. It is agreed that the Department or its contractors shall be absolved of **liability** for any damage or loss resulting from or related to the failure of the Participant to comply with the provisions of these Conditions of Participation. If the Participant fails to fulfill any of its obligations under these Conditions of Participation, the Participant's contribution may be forfeited. In the event additional costs are incurred by the Participant's failure to comply with the provisions of the Conditions of Participation or instructions provided therein, such additional costs, including all attorney fees, shall be paid by the Participant.
- E. While the Department will make every effort to select reliable contractors such as freight forwarders, customs brokers, designers, photographers, translators, etc., for the benefit of the Participant, it assumes no responsibility or **liability** for the acts of any contractor selected.
- F. The Department reserves the right to cancel the Exhibition or the participation of any Participant at any time. In the event of such cancellation, the Department shall notify the Participant but shall incur no **liability** to the Participant for costs incurred by the Participant except the return of the Participant's contribution.
- G. Not more than five companies will be allowed to share a single booth under one Participation Agreement and one contribution. The Department will determine the number of firms permitted, up to five per booth, taking into consideration the items to be displayed. The Department will not be obligated to promote or prepare complimentary graphics or stand identification for more than one company.
- H. It is understood that all applications for participation in the U.S. Exhibition are subject to approval by the Department.



**BORSA INTERNAZIONALE
DEL TURISMO**
14-17 FEBBRAIO 2004 - FIERA MILANO

SCHEDA

2^A

DA INVIARE ENTRO IL
30 OTTOBRE

CATALOGO CO-ESPOSITORI ON-OFFLINE

Si prega di compilare in modo chiaro e leggibile

Espositore titolare di Stand _____

RIPORTARE
CODICE
ASSEGNATO

CODICE ESPOSITORE

DATI CO-ESPOSITORE A CATALOGO

Nome con il quale l'Azienda titolare vuole apparire sul catalogo: _____

Indirizzo _____

CAP _____ Città _____ Prov. _____

Nazione _____

Tel. _____ Fax _____

E-mail _____ Sito Internet _____



Se si desidera che l'azienda sia classificata anche con una diversa nazione di appartenenza compilare il dato sottostante.

Nazione _____

SETTORE DI ATTIVITÀ

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Organizzazioni di promozione
(Istituzioni, Enti, Consorzi e Associazioni) | <input type="checkbox"/> Noleggi | <input type="checkbox"/> Formazione | <input type="checkbox"/> Terme - Benessere |
| <input type="checkbox"/> Tour Operator - Agenzia di Viaggi
(Compresi i Consorzi di commercializzazione) | <input type="checkbox"/> Travel technology | <input type="checkbox"/> Consulenza | <input type="checkbox"/> Sport - Tempo libero |
| <input type="checkbox"/> Trasporti - Vettori | <input type="checkbox"/> Infrastrutture | <input type="checkbox"/> Società di servizi | <input type="checkbox"/> Cultura - Entertainment |
| | <input type="checkbox"/> Ricettività | <input type="checkbox"/> Congressi - Convention | <input type="checkbox"/> Media - Press |

INSERIMENTO DATI CO-ESPOSITORE



EXPOcts provvederà ad inserire sui Cataloghi on-offline di manifestazione i dati anagrafici, l'attività primaria sopra indicata e l'ubicazione dello stand. Inoltre sarà possibile caricare online ulteriori dettagli dell'attività e dell'offerta del co-Espositore (vedi retro) nei seguenti modi:

- ☐ a cura dell'Espositore Titolare
☐ a cura del co-Espositore, in tal caso indicare qui sotto i dati del Referente per la Manifestazione a cui verrà inviata la password.

REFERENTE CATALOGO CO-ESPOSITORE

Nome e Cognome _____ Qualifica _____

Tel. _____ Cell. _____

e-mail personale _____



Data ____ / ____ / ____

Timbro e Firma Espositore Titolare di stand _____

Ai sensi della Legge 31 dicembre 1996, n. 675, vi informiamo che EXPOcts S.p.A. tratta e utilizza i vostri dati personali esclusivamente a fini statistici e promozionali, anche pubblicandoli sul sito della manifestazione e di Expopage, riconoscendo i diritti di cui all'Art. 13 Legge 675/96.

DETTAGLIO DELL'ATTIVITÀ

Lo schema sotto riportato esemplifica le informazioni che devono essere caricate dall'Espositore nello spazio web a lui dedicato, al fine di dettagliare la sua attività.

DETTAGLIO DELL'ATTIVITÀ

■ ORG. DI PROMOZIONE Associazioni Consorzi di promozione Enti turistici di promozione Istituzioni	■ TERME - BENESSERE Centro ayurvedico antistress Centro beauty/fitness Parchi termali Stabilimento termale	■ TRASPORTI VETTORI Camper - Motorhome Compagnia aerea Ferrovie Società di navigazione Vettore su gomma	■ NOLEGGI Aerei - Elicotteri Auto Barche vela - motore Pullman	■ TRAVEL TECHNOLOGY App.re e sistemi per conferenze E-commerce B2B E-commerce B2C Multimedia Sistemi di prenotazione Soluzioni per il sistema dei trasporti Soluzioni per l'industria alberghiera Soluzioni per tour operator-adv Telecomunicazioni
■ INFRASTRUTTURE Aeroporto Autostrade Impianti di risalita Porti e marine	■ CULTURA - ENTERTAINMENT Casinò Festival Musei - Centri culturali Parchi a tema Parchi - Riserve naturali Siti archeologici Teatri - Opera - Spettacoli	■ CONSULENZA Marketing Promozione, pubblicità, P.R. Società di rappresentanza	■ FORMAZIONE Centro di formazione Scuole di lingue Università - Scuole professionali	■ MEDIA - PRESS Altra editoria Radio Stampa specializzata turistica Tv Web
■ CONGRESSI - CONVENTION Centro congressuale Organizzatore congressuale Organizzatore di manifestazioni fieristiche	■ T.O. - AGENZIA VIAGGI Agenzie di viaggi Consorzi di commercializzazione Network Tour Operator	■ SPORT - TEMPO LIBERO Campi da golf Centri commerciali-shopping Centro ippico - Maneggio Centro sportivo polivalente Club nautico Enotecche - Cantine Locali storici Ristoranti Scuole sportive	■ RICETTIVITÀ Aziende agriturismo Bed & Breakfast Camping Castelli - Dimore storiche Catena - Gruppo alberghiero Centri di culto con ospitalità Centro vacanze ragazzi Congress Hotel Golf Hotel Hotel Motel Ostello Residence casualbergo SpaHotel Villa - Appartamento vacanza Villaggio	■ SOCIETÀ DI SERVIZI Accompagnatori turistici autorizzati Animazione Assicurazioni Centro prenotazioni alberghiere Distribuzione, recapito (corrieri) Erogazione servizi turistici Organizzazione eventi e spettacoli Prenotazione teatri, spettacoli Recruitment Servizi aeroportuali Servizi bancari Servizi finanziari Società di gestione alberghiera Soluzioni travel management Traduzioni - Interpretariato

ULTERIORE DETTAGLIO T.O. AGENZIA VIAGGI

SPECIALIZZAZIONE			
PER EVENTI Culturali Musicali Religiosi Sportivi	PROPOSTE SPECIALI Last minute Pacchetti ad hoc Pacchetti week-end	PER BUSINESS Congressi e conferenze Incentive Manifestazioni fieristiche Turismo d'affari	VIAGGI SPECIALI Charter aereo Crociere fiumi - laghi Crociere mare Fly & Drive Tour in treno Viaggi in pullman
PER TARGET Disabili Gay & lesbian Giovani e studenti Minori Nozze Single Terza età	PER LOCALITÀ Centri storico-artistici Città d'arte Collina - Area rurale Grandi città Isole Lago Mare Montagna Terme	PER INTERESSE Archeologico Avventura Benessere - Terme Circuiti città d'arte Culturale Eno-gastronomico Leisure Naturalistico Parchi - Riserve naturali Religioso Safari fotografici Shopping (tour guidati) Studio - Formazione	VACANZE SPORTIVE Alpinismo Caccia Cicloturismo Equestro Golf Mototurismo Nautica Pesca Sport invernali Subacquee Trekking

PROFILO

ORGANIZZAZIONE VIAGGI Grandi gruppi Individuali Piccoli gruppi	CATEGORIA DEI PRODOTTI/SERVIZI Deluxe Economy First class Moderate	SPECIALIZZAZIONE Incoming Outgoing
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AREE GEOGRAFICHE

ITALIA Abruzzo Alto Adige Basilicata Calabria Campania Emilia Romagna Friuli Venezia Giulia Lazio Liguria Lombardia Marche	Molise Piemonte Puglia Sardegna Sicilia Toscana Trentino Umbria Valle d'Aosta Veneto Tutta Italia	ESTERO Africa Central Mediterranean Southern Americas Caribbean Central North South Asia North East South East	Europe Central East Mediterranean Northern Indian Ocean Middle East Oceania Pacific Polar Regions
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ULTERIORE DETTAGLIO RICETTIVITÀ

PROFILO		
CATEGORIA DEI PRODOTTI/SERVIZI Deluxe Economy First class Moderate	SPECIAL AGREEMENT Allotment basic Vuoto per pieno	SPECIALIZZAZIONE Incoming Outgoing

TIPOLOGIA STRUTTURE

N. STRUTTURE RICETTIVE RAPPRESENTATE 1 2 3-5 6-10 10-20 Oltre 20	N. TOTALE POSTI LETTO OFFERTI Fino a 100 Fino a 300 Fino a 600 Fino a 1000 Fino a 2000 Oltre 2000
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UBICAZIONE STRUTTURE RICETTIVE PER AREE GEOGRAFICHE

ITALIA Abruzzo Alto Adige Basilicata Calabria Campania Emilia Romagna Friuli Venezia Giulia Lazio Liguria Lombardia Marche	Molise Piemonte Puglia Sardegna Sicilia Toscana Trentino Umbria Valle d'Aosta Veneto Tutta Italia	ESTERO Africa Central Mediterranean Southern Americas Caribbean Central North South Asia North East	South East Europe Central East Mediterranean Northern Indian Ocean Middle East Oceania Pacific Polar Regions
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L'accesso allo spazio web e alle modalità di caricamento dei dati online avverrà esclusivamente tramite la web password assegnata al Referente per la Manifestazione.